



**INSTITUTE FOR PROFESSIONAL ORGANIZERS™**

**BECOMING A PROFESSIONAL ORGANIZER  
PURSUING YOUR DREAM CAREER BEGINS HERE**

Whether you are contemplating forming a business as a Professional Organizer, or are newly in business, our training and education programs have something for you! I have been working with organizing clients to realize their full organizing potential and watching their amazing transformations since January 2003. It's been a dream come true for me and now it can be for you!

This Self-Study Fast Track Method™ Training Program will educate you on how to form your **business** as a Professional Organizer and train you on the client process including our **5 Steps to Organizing® process** and techniques for working with clients in every room of a home. You will receive exceptional materials for not only your first year of business, but for the life of your business.

**Credentials and Immediate International Brand Exposure:** Trademarked certification as a Professional Organizer Training Institute™ *Trained Organizer* and certificate is issued to participants upon completion of course work.

**Professional Organizer Core Competencies:** This training will equip you with core Professional Organizer competencies preparing you for becoming a successful Professional Organizer business owner.

**Materials and Tools:** 160+ page manual with sought after complete and comprehensive materials for your reference and guidance.

**Forms:** Handouts and turnkey forms that you can begin using immediately with your company logo such as; needs assessment forms for both residential and business, services and fees agreement, Organizing Plan of Action, and checklists to guide you through each phase of the client process, and more.

**Videos:** Online audio and visual recordings of Anne Blumer, CPO® guiding you through the manual, sharing her experience-lessons learned, and enthusiasm for the curriculum.

**Instant Marketing Materials:**

- **Workshop Presentations:** Three organizing workshop presentations (paper, time and space) that you can immediately use and present to the public gaining you clients fast!
- **Newsletter/Blog:** Content for 12 months of newsletters or blog postings.

**Systems and Solutions:** With our 5 Steps to Organizing® process and client process checklists you will be fully prepared and know how to implement any client's organizing project with ease and confidence.

**Ongoing Mentor:** One hour phone and e-mail support at **NO** additional cost.

**Cost:** \$397



INSTITUTE FOR PROFESSIONAL ORGANIZERS™

## SELF-STUDY PROGRAM

### WHAT IS A PROFESSIONAL ORGANIZER

#### **Introduction to Professional Organizing - Understanding the Professional Organizer Industry**

**Associations and Credentials:** Provides an overview of the history of the organizing industry and of the National Association of Professional Organizers (NAPO), identifies the characteristics of a professional organizer and characteristics of a business owner, explains the benefits of NAPO membership, and reviews the requirements for industry certification.

**Assessing Your Skills as a Professional Organizer and Business Owner:** This session will review your skills, prior experience, and education as it relates to the field of Professional Organizer.

### LAUNCHING YOUR PROFESSIONAL ORGANIZER BUSINESS

**Writing Your Business Plan:** Your business plan is often an afterthought if it is ever addressed at all. In this session you will learn the value of writing a business plan and how it can save you from costly mistakes and help you attract your key client.

**Job Agreement and Business Policies:** An explanation of the components of a job agreement and a form template that you can tailor to meet your business needs. Business policies and client boundaries are also reviewed.

**Rate Structures – How to Charge for Your Services:** Establishing your fee continues to be the one area where many Professional Organizers undervalue their services. Learn how to determine a reasonable market rate and earn the income you desire and how to communicate your value to clients.

**Business Basics - Start-up Forms, Equipment and Materials:** Review of forms, materials, and equipment needed to start and manage your Professional Organizer business.

**Name and Register Your Business for Maximum Impact:** People make an impression in the first 2 seconds they meet someone. If your name is the first way to introduce yourself to a prospective client, what impression will you make?

**Marketing & Branding Your Organizing Business:** You will learn about creating your brand, understanding why you need an elevator speech, developing your network of strategic alliances, developing a successful website, 100 Marketing Approaches, the 30 minute marketing formula, and writing *your* business marketing plan. You also receive three organizing workshops for you to present:

**Organizing Workshop: The A.R.T. of Paper Management** - Instruction on how to present a workshop on organizing household paper information including:

- How to create a paper processing center
- How to identify what paper to toss and what to keep (and for how long)
- The A.R.T. of paper management (Action and Reference systems)



INSTITUTE FOR PROFESSIONAL ORGANIZERS™

## SELF-STUDY PROGRAM

- How to make files and use file system products
- Products that can help track finances and financial papers

**Organizing Workshop: Time Management** - Instruction on how to present a workshop on time management including:

- Roles and goals
- Is time spent on urgent activities or important activities
- Discover time robbers through a time mapping technique
- Learn how to categorize and group activities to effectively manage your client's time
- Identify and choose “one” time management system and tool that is right for your client, and why

**Organizing Workshop: Declutter 101** - Instruction on how to present a workshop on time management including how to:

- Stop cluttering and start organizing!
- Identify organizing stumbling blocks
- Maintain organization with 10 simple organizing principles

### WORKING WITH CLIENTS

**Phase 1 - Initial Client Contact and Your 30 Second Hook:** Preparing you for when a client calls and getting an assessment scheduled.

**Phase 2 - How to Effectively Conduct a Needs Assessment:** The needs assessment discoveries will be your roadmap to clearly identifying your client's goals, needs, barriers, and expectations. This session will provide you with questions to ask your client that will help you to best assess their organizing needs to develop an organizing plan of action. **Scheduling the Project:** You will learn how to estimate how long a client project will take, and how to explain to clients the factors involved in your estimations.

**Phase 3 – Completing the Client Project 5 Steps to Organizing® Process, Organizing Plan of Action and Client Follow-up:** A time-tested process that will not only give you a method for organizing your clients but also teach them the skills they need to maintain their accomplishments after you leave. How to recognize backsliding and effective ways to address it.

**Working with Clients – What I Know Now, I Wish I Had Known Then:** This session will prepare you for specialized client populations with an in-depth look at real client case studies on Attention Deficit Disorder (ADD), Chronic Disorganization (CD), hoarders, students, and seniors. Safety for the Professional Organizer is also covered.

**Room-by-room Residential Organizing:** For every space in a home you will learn the typical habits that cause disorganization, how to create organized zones, product solutions to aid organization, new habits to maintain organization, and the estimated time to organize.